


REINVENTING LEARNING FOR NEXT-GEN LEARNERS

September 24, 2015



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HELLO.

We're Degreed.

TODAY'S AGENDA

1 3 Big Shifts in Learning Habits

2 From Evolution to a Revolution

3 How Comcast is Reinventing Learning Content

10
min Q&A

POLL QUESTION 1

How often do you use your LMS for your own non-required learning or professional development?

- Every day
- Every week
- Every month
- Every quarter
- Every year
- Less than once a year



3 **BIG** SHIFTS IN LEARNING HABITS



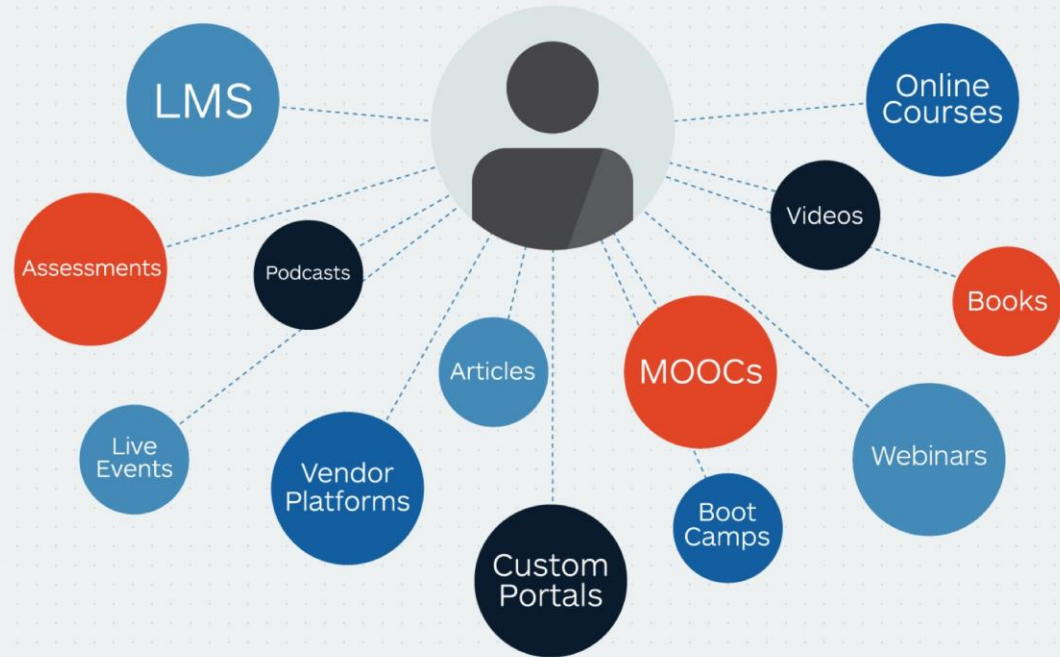
FROM INSTRUCTOR- LED TO SELF- DIRECTED

WHAT WORKERS THINK IS ESSENTIAL FOR LEARNING



FROM UNIFORM TO FRAG- MEN-TED

THE NEW LEARNING ECOSYSTEM



FROM
SOMETIMES
TO
EVERY DAY

23%

Fewer than one-in-four workers have completed a course, of any kind, since college...

VS

71%

But nearly $\frac{3}{4}$ say they learned something for work from an article, video or book in the last 24 hours.

THE TAKE- AWAY



70% of L&D is still
instructor-led.

+

Learners have
already moved on.

=

**Workplace
learning needs
to adapt.**



FROM
EVOLUTION
TO A

REVOLUTION



MICRO-LEARNING, MOOCS AND MORE



INNOVATION TAKES MORE THAN SHINY NEW TOYS



NEW WAYS OF THINKING, WORKING AND MANAGING

New tools and technology
+
New leadership mindsets
+
New processes and practices
+
New capabilities
=

Innovation

THE TAKE- AWAY



“
If you want
something
different, **do
something
different.**”

MARTHA SOEHREN

Chief Talent Development Officer
Comcast

POLL QUESTION 2

What percentage of your employees have used your LMS for non-required learning or professional development in the last 12 months?

- I don't know
- 0% to 10%
- 11% to 25%
- 26% to 50%
- 51% to 75%
- 76% to 100%



HOW
COMCAST IS
REINVENTING
LEARNING
CONTENT

COMCAST

40%
OF OUR
CONTENT
NEEDS
TO BE
DIFFERENT

“
Live as if you
were to die
tomorrow.
Learn as if you
were to live
forever.

” MAHATMA GHANDI

COMCAST'S CHALLENGE

HOW DO WE...

Keep up with the business?

Build experiences that are more accessible?

Make learning more social and extend beyond the classroom?

Move the learner to the center of our universe?

4 FUNDAMEN- TAL QUESTIONS



How does learning keep up with the business?



How do we curate learning journeys using formal and informal means?



How do we build experiences that are more social and extend beyond the classroom?



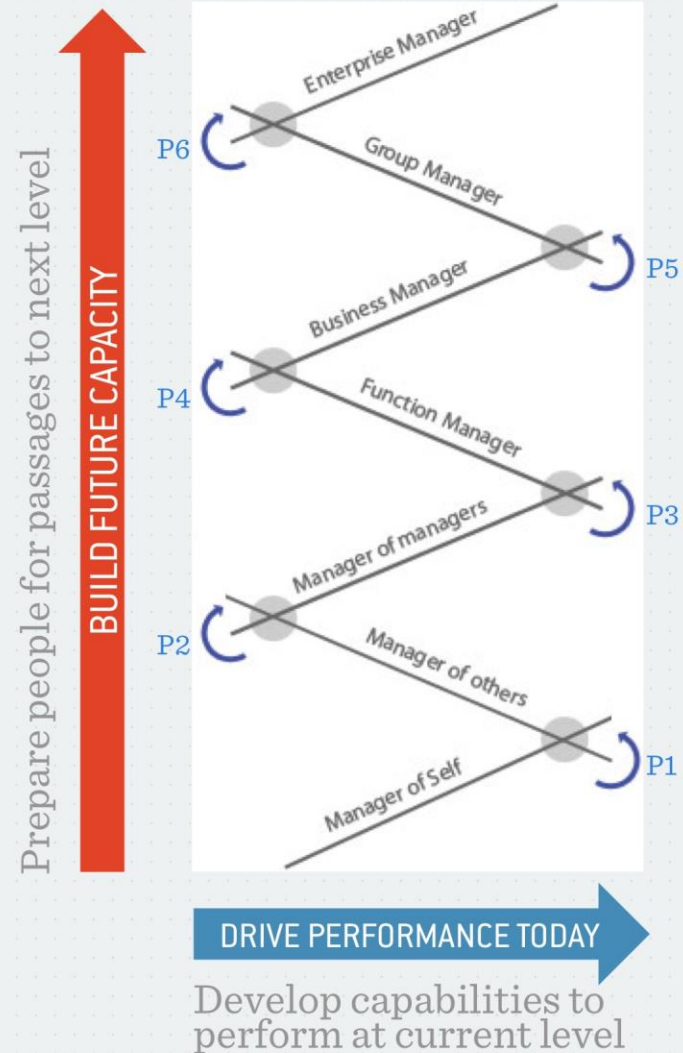
What does it really look like with the learner in the middle?

LEARNING IS A JOURNEY

Segmentation started simply:

Tenure

Role



LEARNING HAPPENS EVERY- WHERE. HOW DO WE SHOW UP THERE?

Infrastructure needed
to be implemented.



The world is fragmented,
we needed to bring some
sense of order.

TRANS- FORMATION NEEDED

DESIGN IMPERATIVES

Our designers needed to learn how to curate content

+

Learning needed to be more than a transactional event.

+

Our marketing and communications needed to be less about learning and more about the experience.

SEGMENTATION PROFILES

- Still More To Do
- Learning Happens Everywhere
- We Want To Learn More About Your Preferences
- And Meet You Where You Are



We want to understand what are your learning preferences?

What content is most relevant to you?
To the business?

Where do you sit?

How do you access your learning?

THE TAKE- AWAY



Learning
never
stops.



ABOUT DEGREED

Degreed is the world's first continuous learning platform.

We make it easy for organizations and their people to **discover, curate,** and **track** all learning.



INTERNAL RESOURCES

+

PARTNER CONTENT

+

INFORMAL LEARNING RESOURCES



CATCH US AT AN EVENT.

CLO & Talent Management Forum (Tucson, AZ)
Sun, September 27th – Tues, September 29th

Elliot Masie's Learning (Orlando, FL)
Sun, November 1st – Wed, November 4th

Corporate Learning Week (Dallas, TX)
Mon, November 9th – Thur, November 12th

CLO Exchange (San Diego, CA)
Sun, December 6th - Tues, December 8th



QUESTIONS?

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